







Acknowledgements

The Issues User Manual v 1.1 - last modified 11/18/2014

The National Democratic Institute is a nonprofit, nonpartisan, nongovernmental organization working to support and strengthen democratic institutions worldwide. NDItech assists NDI partners and staff members around the world integrate technology into democracy assistance programming in innovative and sustainable ways.

The Democracy Toolkit - DemTools - is designed to provide easy-to-use webapp solutions empowering civic groups and political institutions to be more effective at their organizing and communication for democracy and human rights. The development of the tools described in this manual was supported by a grant from the National Endowment for Democracy (NED).

The Issues DemTool manual was written by Meron Menwyelet with contributions from Christine Schoellhorn, Leslie Dudden, Mahvash Taqi and others. Of the many people who contributed to this project, we would like to specially thank Michael Murphy and his team for their hard work, patience and collaborative spirit. Google's excellent YouTube Townhall was the inspiration behind this project.

To learn more about NDI and DemTools, please visit demworks.org/demtools and follow us on Twitter at @NDI and @NDItech. In the physical world our headquarters are located at 455 Massachusetts Avenue, 8th Floor, Washington, D.C., 20001.

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The Issues User Manual

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1. Introduction

Information and communication technologies for development (ICT4D) are powerful tools for organizing and advocacy. The Issues platform was launched as part of NDI's Democracy Toolkit, DemTools. DemTools provides basic and easy-to-use solutions for common tech problems in the democracy and human rights space that are accessible to programs that lack funding for sophisticated software development. Of course, the right political and program factors still need to be in place, along with adequate funding for implementation and partner training.

The Issues platform was originally developed by the NDItech team to bridge the communication gap between governments and their citizens. The vision for the tool is that it will be used by diverse partners, both political and civil, to outline party and candidate stances on key issues and identify the issues that are of most interest to their constituents. The Issues platform allows political candidates to present their positions on key issues via recorded online videos and citizens the opportunity to ask candidates questions about their platform. By engaging in such dialogue and sharing statements via social media, voters can more directly be connected to their political leaders, opening new avenues for strengthening transparency and accountability.

A program making use of The Issues provides an opportunity for a group or party to hone their media skills, tailoring brief responses to common questions for a video audience. While this platform is relatively inexpensive to set up, understand that content creation and promotion is tremendously time consuming.

This manual is intended to outline the basic functions of the Issues platform and provide step-by-step instructions on how NDI partners and field organizers can best utilize the platform to better foster civic debate.

2. Overview of Features

The Issues web application presents several options for driving engagement between citizens and candidates. The main features of the platform are displayed on the navigation bar where tabs direct visitors to issue topics, candidate and party information, and links where questions can be submitted and later voted on for candidates to answer. Those five tabs include the following, which are discussed in more detail in the 'Navigating the Site' section of this manual:

- The 'Issues' tab is the central repository of candidate stances on key issues. Visitors
 can view recordings of a candidate describing their platform and provide comments in
 response.
- The 'Candidates' tab centralizes all recorded candidate responses to issues in a single place. The tab allows searching and filtering, so that visitors can easily find the information they want on specific candidate stances.
- The 'Parties' tab provides general information on parties participating in the election and collates party candidate responses in a single place.
- The 'Ask a Question' tab provides a quick way for citizens to submit questions to candidates or political parties. The 'Submit a Question' link located on the right-hand side panel of the navigation bar is another way that citizens can submit their queries.
- The "About' tab provides basic information about the Issues tool itself.

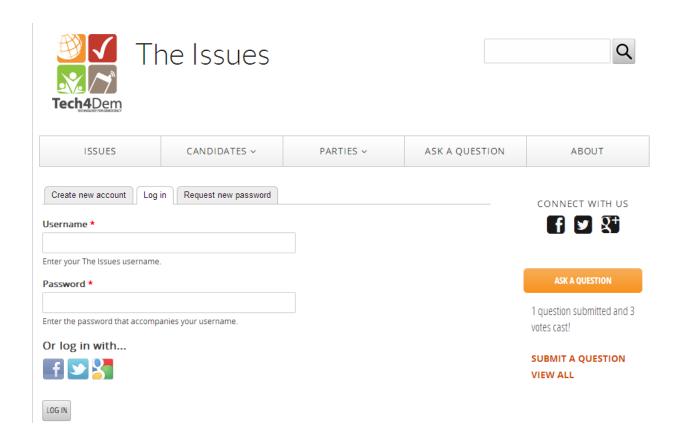


3. Accessing Your Account

For basic access to the Issues platform by public visitors, no account is needed. However, administrators of the website will need an account to manage the content that is uploaded to the platform. Additional capabilities, including the ability to comment on posts uploaded to the platform require an account.

For first-time users, click on the 'Create new account' tab to setup a username and password. You also have the option of linking your social media account to the Issues platform and logging in via Facebook, Twitter or Google+.

For returning users, click on the 'Login' tab to sign in using your username and password. If you already have an account, but have forgotten your password, click on the 'Request new password' tab and follow the instructions on your screen to reset your password and access your account. Depending on your level of access, you may be able to view or manage content on the site. If you have questions about your account permissions, contact your systems administrator.



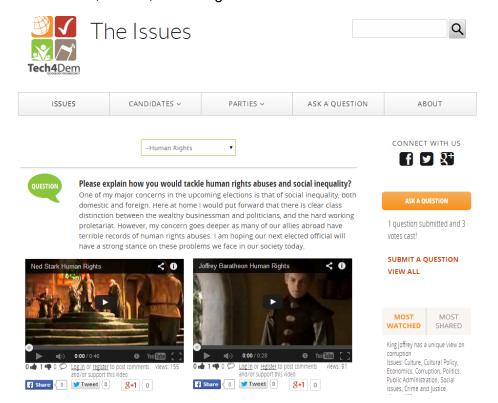
4. Navigating the Site

The navigation bar of the Issues platform can be used to direct website visitors to issue topics, candidate and party information, as well as links where questions can be submitted and later voted on for candidates to answer. The following sections of this manual will discuss the Issues, Candidates, Parties and Ask a Question tabs, as well as the View All Link in further detail.

4.1 Issues Tab

By clicking on the Issues tab, visitors will be directed to a page that highlights the issues that are of most interest to a candidate or political party. Visitors are able to search these issues, which are sorted by a variety of themes, using the drop-down menu in the center of the page. When visitors select an issue from this drop-down menu, the page will refresh and show related videos that have been uploaded. These videos depict a candidate answering questions related to an issue, allowing viewers to gain an understanding of a candidate's position on a given topic. At the bottom of the page, visitors will also see the following two links: 'Learn more about the candidates' and 'Learn more about the parties', which will take them to the candidate and party pages represented within the videos displayed on the issues page.

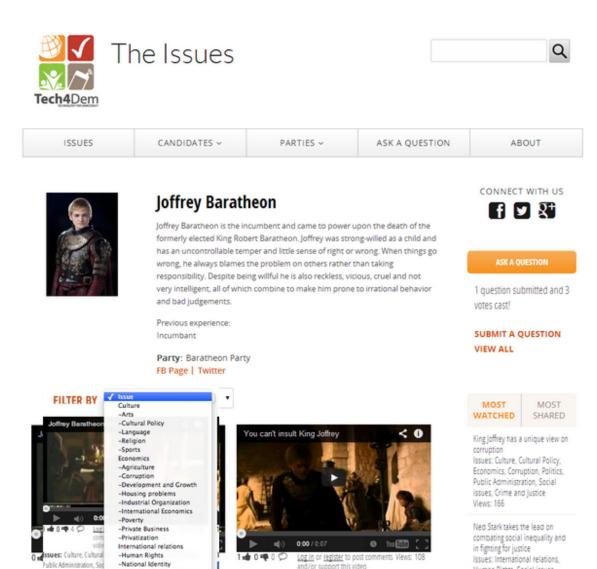
In the example below, human rights was selected as the issue of interest. The corresponding question on the subject asks candidates or political parties to describe how they would tackle human rights abuses and social inequality as a member of government. As you will see, both Ned Stark and Joffrey Baratheon have uploaded a video response, which viewers can like and/or share via Facebook, Twitter, and Google +.



4.2 Candidates Tab

The Candidates tab provides visitors with information on candidates that are running in an election. Any recorded responses a candidate has uploaded to the Issues platform will appear here. Candidates and political parties also have the ability to add links to any social media pages they manage, so they can be associated with their campaign.

In the example below, Joffrey Baratheon was selected from the 'Candidates' drop-down menu in the navigation bar. As you will see, the page describes the candidate and provides links to his Facebook and Twitter pages. Also on the page, you will see a 'Filter By' drop-down menu that allows you to search the issues this candidate previously addressed on the Issues platform.



-Relations with Neighbors

-Security

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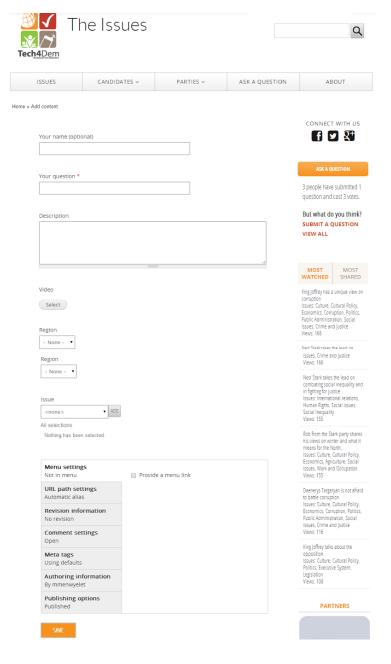
4.3 Parties Tab

The Parties tab allows visitors to view information about a party's political platform, as well as see which candidates in the election are associated with that party. Links to social media pages that are associated with the party can also be found here. The 'Filter By' drop-down menu allows you to search the issues that candidate have previously addressed on the Issues platform. The filtering feature provides the best, most direct place to query videos based on a selected search category. Below is an example of what viewers will see when they select Lannister Party from the 'Parties' drop-down menu in the navigation bar.



4.4 Ask a Question Tab

The Ask a Question tab allows citizens to engage with candidates and political parties by asking questions about issues that are most important to them. The 'Submit a Question' link located on the right-hand side panel of the navigation bar is another way that citizens can submit their queries. When posting a question, citizens are given the option to provide their name and a description of why they are interested in the candidate or political party's response. They can specify a region or category that corresponds to their question using the 'Region' and 'Issue' drop-down menus respectively. Citizens can also upload a video of themselves from YouTube or Vimeo asking their question, which can be recorded using a camera or a mobile phone with video recording capabilities.

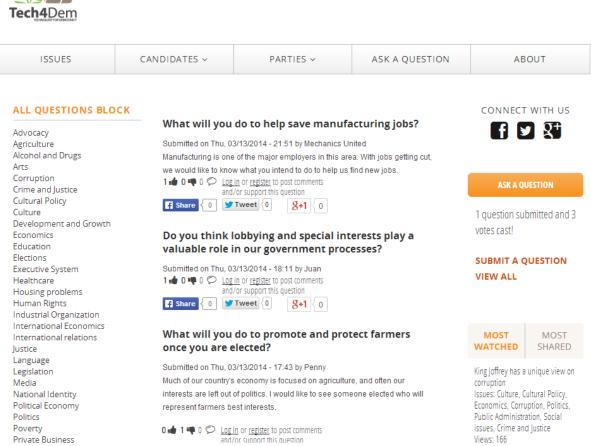


4.5 View All Link

The 'View All' link located on the right-hand side panel of each page on the Issues platform allows visitors to see a list of all of the questions citizens have asked a candidate or political party that have yet to be answered. On this page, users can vote a question up or down using the thumbs up and thumbs down icons to prioritize the responses they are most interested in getting.

In addition to allowing users to vote on questions, the 'View All' link on the right-hand side panel of The Issues homepage directs users to a page where they can comment on a question using the text bubble icon located below each question. Users can also ask, comment and share questions using the Facebook, Twitter and Google+ icons located below each question, as well as use the Connect With Us icon in the right-hand side panel to engage with political candidates.





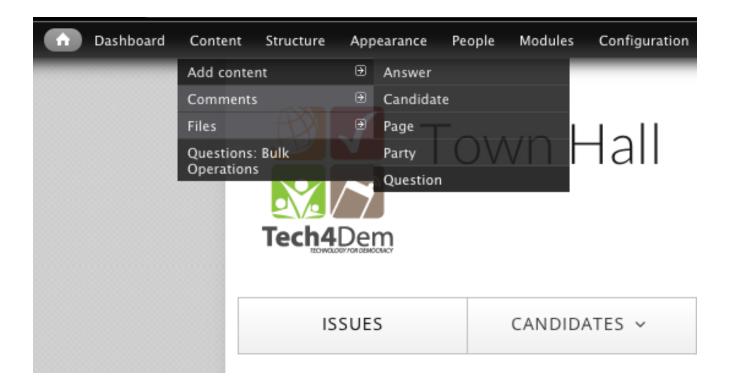
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5. Admin Features

An administrator of the Issues platform is a person who is responsible for managing information on the platform, including determining who has access to create, modify or delete content. The following sections of this manual will expand on these features.

5.1 Content Management

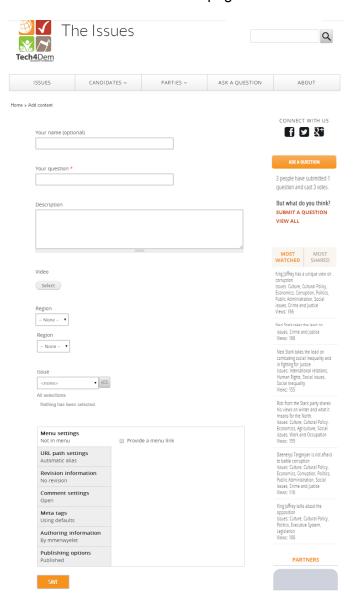
The administrator can use the 'Content' tab located at the top of every page for bulk content management, such as uploading, editing, modifying and assigning content. Content is organized using five categories - answer, candidate, page, party and question. Step-by-step instructions on how to use each are outlined in the following sections.



5.2 Submitting a Question

As an administrator, you may want to add questions that were submitted by citizens over different systems, such as social media, to the Issues platform. This can be done as follows:

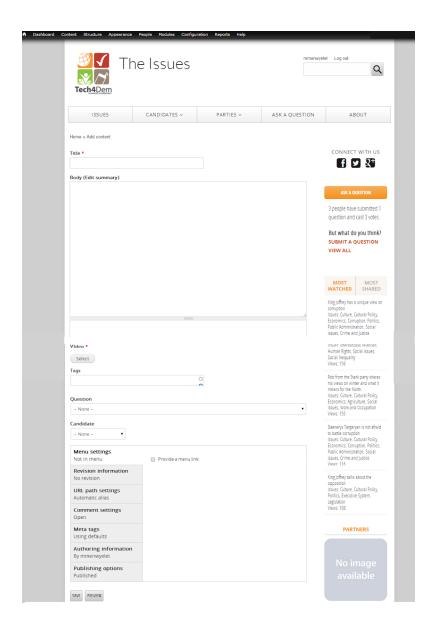
- From the drop down menu at the top of the page, click on Content > Add Content > Question
- Fill in each of the required fields. If you are loading a question on behalf of someone else, use their name in the "Your Name" field
- Be sure to select all the issue categories and subcategories you feel apply to the question.
- At the bottom of the page, select Publishing Options > Published and then click "Save"
- If you do not want your question to be published immediately, leave the box next to "Published" unchecked. An unpublished question can be published at a later time.
- Be sure to click "Save" at the bottom of the page after all information has been entered



5.3 Submitting an Answer

As an administrator, you may want to provide answers to questions that were submitted by citizens over different systems, such as social media, to the Issues platform. This can be done as follows:

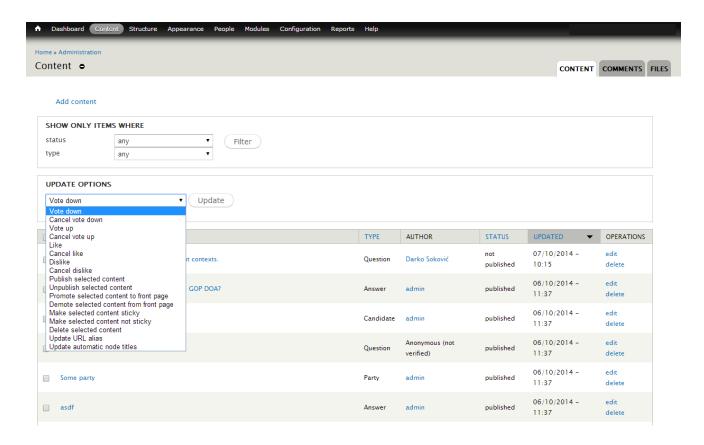
- From the drop down menu at the top of the page, click on "Content > Add Content > Answer".
- Fill in each of the required fields.
- Create an appropriate title for the response and describe the response further in the "Description" field.
- At the bottom of the page, select "Publishing Options" to chose whether or not to publish your answer. If you do not click on the "Published" box, your answer will not be published.
- Be sure to click "Save" at the bottom of the page after all information has been entered.



5.4 Managing User Submitted Questions and Answers

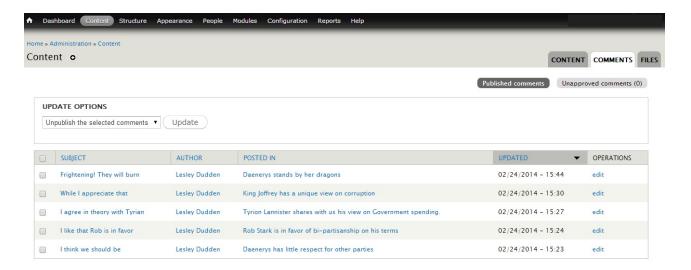
As an administrator, you can manage the questions and answers that were submitted by citizens over different systems, such as social media, on the Issues platform. This can be done as follows:

- From the drop down menu at the top of the page, click on "Content." This will take you
 to the content management page, where you can filter all submitted content by "status"
 or "type."
- Next to the drop down menu, click on "Filter" to activate your filter by status or type.
 Mass functions can be performed by checking the box next to the relevant question and then selecting the desired action from the "Update Options" drop down menu.
- Click "Update" to finalize the desired action.



5.5 Managing User Submitted Comments

- From the drop down menu at the top of the page, click on Content > Comments.
 There are two different tabs on this page: one to approve and publish comments, and one to unpublish or delete comments
- To approve and publish comments:
 - Click on the "Unapproved Comments" link on the top right-hand side of the page. This will take you to a new page that shows the comments that are currently awaiting approval and publication
 - Click on the box next the comment you want to manage
 - Using the "Update Options" drop down menu, select the option you want and then click "Update"
- To unpublish or delete comments:
 - Click on the box next to the comment that you want to manage
 - Using the "Update Options" drop down menu, select the option you want and then click "Update"

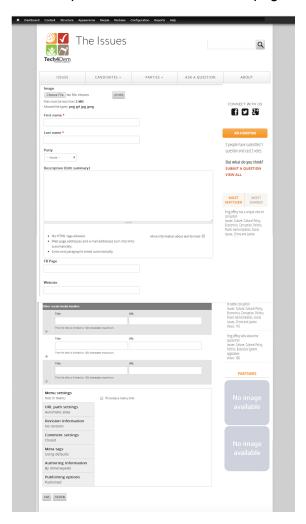


6. Setting Up New Candidates and Parties

Adding candidates and political parties to the Issues platform allows website visitors to learn about the candidates that are running in an election and their party's political platform. The following sections of this manual will walk you through the steps to add this information.

6.1 Creating a New Candidate

- From the drop down menu at the top of the page, click on Content > Add Content > Candidates
- Fill in each of the required fields. You can upload an image of the candidate by clicking 'Image > Choose File' and selecting the file you would like to upload
- At the bottom of the page, click "Preview" to view the page before creating it. If
 everything looks okay, click "Save" to automatically post the content on The Issues
 website. If you would like to save but not publish the information that you have
 entered, click on "Publishing Options" at the bottom of the page and unclick the box
 next to "Published" before clicking "Save"
- Note that once content has been posted to the Issues platform, you can still make revisions to it by clicking on 'Content' in the navigation bar followed by the 'Edit' or 'Delete' links under the 'Operation's menu bar on the page



6.2 Creating a New Party

- From the drop down menu at the top of the page, click on Content > Add Content > Party
- Fill in each of the required fields. You can upload an image of the party by clicking
 Image > Choose File and selecting the file you would like to upload. Here, you can
 also insert links to the party's official website and social media platforms (i.e.
 Facebook page and Twitter handle)
- At the bottom of the page, click "Preview" to view the page before creating it. If
 everything looks okay, click "Save" to automatically publish the content on The Issues
 website. If you would like to save but not publish the information that you have
 entered, click on "Publishing Options" at the bottom of the page and unclick the box
 next to "Published" before clicking "Save"

